



# Navy Visual News Service

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[Department of Defense Instruction 5040.05](#)

## DoD/DoN Image Editing Policy

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# Policy

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[Department of Defense Instruction 5040.05](#)

## Reference: Department of Defense Instruction 5040.05 [Alteration of Official DoD Imagery](#)

Department of Defense imagery is used to make decisions and inform the public. Mission success depends on official DoD imagery being complete, timely and accurate. Anything that casts doubt on DoD imagery will not be tolerated.

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# Permitted Alterations

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[Department of Defense Instruction 5040.05](#)

Dodging  
Burning  
Color Correction  
Cropping  
Spotting  
Contrast Adjustment  
Illustrations  
Masking

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Most alterations common to a darkroom are considered post-processing adjustments and are acceptable throughout the photo-journalism industry.

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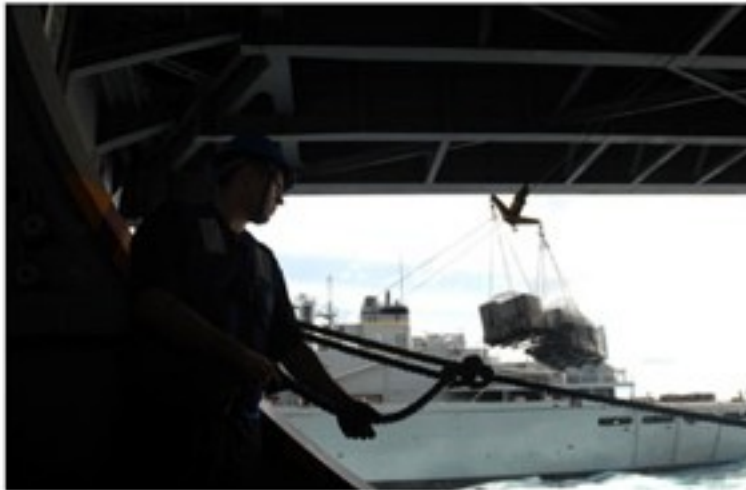
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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Adjusted image

## Dodging

It is acceptable to adjust the brightness of a portion of the image, or dodge, to render an accurate recording of an event or object.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Adjusted image

## Burning

It is acceptable to adjust the brightness of a portion of the image, or burn, to render an accurate recording of an event or object.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Corrected image

## Color Correction

It is acceptable to perform minor color-correction procedures using the “Curves” function in PhotoShop to achieve an accurate recording of an event or object. When performing minor adjustments please do not use the “Levels” function, as that is a destructive process and affects the image data. Any adjustment that alters the image in a way that misrepresents the original situation is not authorized.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Cropped image

## Cropping

Cropping an image to isolate an area of interest or to fit the image to a layout is not considered an alteration. However, when an image is cropped we request you send both images with unique VIRINs to increase marketability. NVNS prefers to post the original image to give editors greater latitude when selecting Navy imagery.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Corrected image

## Spotting

It is acceptable to remove minor blemishes caused by dust accumulating on the CCD sensor.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Original image



Corrected image

## Contrast/Brightness

It is acceptable to adjust the brightness and contrast of an image to achieve an accurate recording of an event or object.

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



Photo montage



Digital panoramic

## Photo Illustration

The intent of a photo illustration is to graphically depict a concept that might not necessarily be rooted in reality. A photo montage is not a photo illustration, but is an authorized alteration that takes several images and places them together in a single poster-type layout. Digitally stitching a series of images together to make a panoramic photograph is authorized. All three scenarios are authorized, but the alteration must be mentioned in the caption and credit line.

(U.S. Navy illustration by Mass Communication Specialist 3rd Class John Paul Jones/Released)

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# Authorized Editing

[Department of Defense Instruction 5040.05](#)



## Masking

It is acceptable to mask portions of an image for security, criminal investigation, privacy, or legal requirements. You must, however, state in the caption that the image has been intentionally masked. NVNS requests the original, unaltered image be sent for later inclusion in the Navy's permanent archive.

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# Image Manipulation

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[Department of Defense Instruction 5040.05](#)

## Additional unauthorized manipulations

Removing or adding objects or people to the original scene  
Changing rank  
Removing a person from the background  
Excessive use of the Sharpen function to enhance an out-of-focus image  
Changing color balance in a way that alters the scene  
Removing facial blemishes or wrinkles  
Multiple exposures

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The above are obvious manipulations not allowed under DoD Inst. 5040.05. The rule of thumb is “If you have to ask, it’s probably not a good idea.”





# Image Manipulation

[Department of Defense Instruction 5040.05](#)



Altered Image

Original Image

## Reuters

Reuters freelance photographer Adnan Hajj used the clone tool to add smoke to the image on the left for a more dramatic photo of an Israeli air strike on a Beirut suburb. When the manipulation was discovered Reuters pulled all of Hajj's photos from their files and fired him. More than two years later, the agency's credibility is still questioned.

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# Image Manipulation

[Department of Defense Instruction 5040.05](#)



Altered image

## Los Angeles Times

Los Angeles Times staff photographer Brian Walski combined two images into one photograph during a British Army evacuation in Basra. The photo was published on the newspaper's front page. Walski's editors discovered the manipulation and fired the photographer, then printed a retraction.

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# Image Manipulation

[Department of Defense Instruction 5040.05](#)



Original image



Altered image of Dawson

## U.S. Army

The Army released an altered photo of Staff Sgt. Darris Dawson, a Soldier killed in Iraq. The Army apparently digitally placed Dawson's head on the body of another Soldier killed in Iraq, Sgt. Wesley Durbin, and released the photos together to the Associated Press. The A.P. ordered a "photo termination" when they discovered the manipulation. This had the effect of changing the story from the death of two Soldiers to the Army altering official photographs.

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# Image Manipulation

[Department of Defense Instruction 5040.05](#)



*Original photo from  
"Outside The Beltway"  
Web site*



*Photo provided  
to AP*

## U.S. Army

The Army released an altered photo of Gen. Ann Dunwoody as part of a press release of Dunwoody becoming the first female four-star general in the Army. Dunwoody was digitally removed from the photo on the left and inserted over an American flag. The image was sent to the Associated Press. When the photo manipulation was discovered, A.P. instituted an across-the-board embargo of all DoD imagery pending an investigation.

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# Image Manipulation

[Department of Defense Instruction 5040.05](#)



Original photo



Altered image

## Perspective

It is not acceptable to alter the linear perspective of an image by using the Crop tool in PhotoShop to adjust for perspective abnormalities caused by an extreme wide-angle lens.

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# Image Manipulation

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Original photo



Altered image

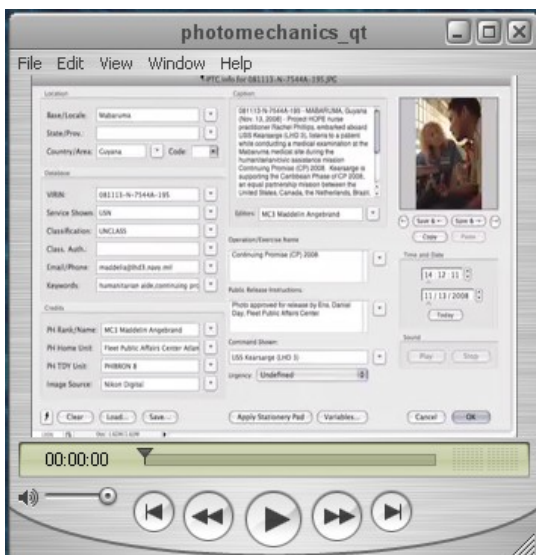
## Public Affairs not Information Operations

The Iranian government released an image of a medium-range missile test. One of the missiles did not launch successfully, so they altered the image to make the missile test appear to have been a complete success.



# Releasing Authority

[Department of Defense Instruction 5040.05](#)



Quick Time Movie  
Format



Windows Media Player  
format

## IPTC Fields in PhotoMechanic

Above is an example of image information in PhotoMechanic. Provide as much information as possible with complete releasing authority contact information. We can not upload unreleased imagery and we need contact information to answer any questions.

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# Releasing Authority

Department of Defense Instruction 5040.05

081114 KEARSARGE

Content / Metadata

1/28 1/100 3528 x 2300 1.41 MB 300 dpi RGB

File Properties

**IPTC Core**

Creator: MC3 Maddelin Angebrand  
Creator Job Title: Fleet Public Affairs Center Atlantic  
Creator Address:  
Creator City:  
Creator State/Province:  
Creator Postal Code:  
Creator Country:  
Creator Phone(s):  
Creator Email(s):  
Creator Website(s):  
Headline: Continuing Promise (CP) 2008  
Description: 081113-N-7544A-195 - MABARUMA, Guyana (Nov. 13, 2008) - Project HOPE nurse practitioner Rachel Phillips, embarked aboard USS Kearsarge (LHD 3), listens to a patient while conducting a medical examination at the Mabaruma medical site during the humanitarian/civic assistance mission Continuing Promise (CP) 2008. Kearsarge is supporting the Caribbean Phase of CP 2008, an equal partnership mission between the United States, Canada, the Netherlands, Brazil, Nicaragua, Colombia, Dominican Republic, Trinidad and Tobago and Guyana. (U.S. Navy photo by Mass Communication Specialist Petty Officer 3rd Class Maddelin Angebrand/Released)  
Keywords: humanitarian aid; continuing promise  
IPTC Subject Code:  
Description Writer: MC3 Maddelin Angebrand  
Date Created: 11/13/08, 2:32:11 PM  
Intellectual Genre:  
IPTC Scene:  
Location:  
City: Mabaruma  
State/Province:  
Country: Guyana  
ISO Country Code:  
Title: 081113-N-7544A-195  
Job Identifier: USS Kearsarge (LHD 3)  
Instructions: Photo approved for release by Ens. Daniel Day, Fleet Public Affairs Center  
Provider: PHSRON 8  
Source: Nikon Digital  
Copyright Notice:  
Copyright Status: Unknown  
Rights Usage Terms:  
Camera Data (EXIF):  
Audio:  
Video:  
DICOM:

Preview

081113-N-7544A-195.JPG

Assigned Keywords: continuing promise, humanitarian aid

☐ Events 1  
☐ People 2  
☐ Places 5  
☐ [Other Keywords] 2  
☒ continuing promise  
☒ humanitarian aid

## IPTC Fields in Adobe Bridge

To the left is an example of image information in Adobe Bridge. Provide as much information as possible with complete releasing authority contact information. We can not upload unreleased imagery and we need contact information to answer questions.

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# Releasing Authority

Department of Defense Instruction 5040.05



## Caption information in a Word document

081113-N-7544A-195

MABARUMA, Guyana (Nov. 13, 2008) Project HOPE nurse practitioner Rachel Phillips, embarked aboard the amphibious assault ship USS Kearsarge (LHD 3), listens to a patient while conducting a medical examination at the Mabaruma medical site during the humanitarian and civic assistance mission Continuing Promise 2008. Kearsarge is the primary platform for the Caribbean phase of Continuing Promise,,an equal-partnership mission between the United States, Canada, the Netherlands, Brazil, Nicaragua, Colombia, Dominican Republic, Trinidad and Tobago and Guyana.(U.S. Navy photo by Mass Communication Specialist 3rd Class Maddelin Angebrand/Released)

[ Photo approved for release by Ens. Daniel Day, Fleet Public Affairs Center  
Email contact: maddelia@lhd3.navy.mil

The above is an example of image information in a Word document. This information should include a complete caption and releasing authority contact information. This same format should also be used for caption information sent in the body of an e-mail.

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# Timeliness

Department of Defense Instruction 5040.05



Timely images ensure greater dissemination. The above images received national and international exposure because they were released within the news cycle of the documented events.

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# Contact Information

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Department of Defense Instruction 5040.05

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For more information on NVNS programs and functions please visit:

[www.chinfo.navy.mil/visualnews/index.html](http://www.chinfo.navy.mil/visualnews/index.html)

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